Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for trading media space, comprising:

a server node operatively connectable to user interfaces for receiving a request ~~requests~~ for media space from a buyer ~~buyers~~ and an offer ~~offers~~ of media space from a seller ~~sellers~~, said server node comprising a set of rules including a deal execution requirement for matching ~~one of~~ the request ~~requests~~ and ~~one of~~ the offer, and for executing a trade between the matched buyer and seller in accordance with the deal execution requirement, ~~offers to form a matched request and offer pair and for generating a signal indicating formation of the matched request and offer~~; and

~~a delivery system connected to said server node for~~ said server node configured to facilitate ~~facilitating~~ delivery of media content between the matched buyer and seller in response to the executed trade ~~of the matched request and offer pair in response to a signal from said server node and such that said delivery is performed externally to said server node~~.

2. (currently amended) The system of claim 1, wherein said server node ~~comprises means~~ is further configured for sending notice of the executed trade ~~matched request and offer pair~~ to the matched buyer and seller ~~said delivery system, and wherein said delivery system comprises means for sending the media content of the one of the buyers of the matched pair to the one of the sellers of the matched pair in response to the notice~~.

3. (currently amended) The system of claim 1, ~~wherein said~~ further comprising a delivery system comprises a switching node connected to said server node, a buyer's content database and a seller's content database, wherein the media content is delivered from the buyer's content database to the seller's content database via said switching node.

4. (currently amended) The system of claim 3, wherein said delivery system further comprises a ~~contents~~ third content database connected to the switching node and

configured to store media content, ~~means for receiving and storing~~ the delivery system being configured to receive the ~~content~~ media content from the buyer when the request is submitted to the server node and ~~storing~~ to store the ~~content~~ media content in the ~~contents~~ third content database, and ~~means for delivering~~ the delivery system being configured to deliver the ~~content~~ media content from the ~~contents~~ third content database to the one of the sellers of the matched pair via the switching node.

5.   (original)   The system of claim 3, wherein said switching node is connected to said buyer's content database and said seller's content database via a file transfer means.

6.   (original)   The system of claim 3, wherein said switching node is connected to said buyer content database and said seller content database via a file transfer means consisting of one of an IP network and e-mail system.

7.   (currently amended) The system of claim 3, wherein said delivery system further comprises a ~~contents~~ third content database connected to the switching node, means for receiving ~~and storing~~ the offered media content from the seller when the offer is submitted to the server node and storing the offered media content in the contents database, and means for delivering the content media from the buyer to the ~~offer media content of the~~ seller of the matched pair at the switching node.

8.   (original) The system of claim 1, wherein said server node is connectable to the buyers and the sellers via a wide area communication network.

9.   (currently amended) A method for trading media space, comprising the steps of:
receiving, at a server node, a request ~~requests~~ for media space from a buyer ~~buyers~~ and an offer ~~offers~~ of media space from a seller ~~sellers~~;
matching, at the server, the [[a]] request of ~~one of~~ the buyer ~~buyers~~ and the ~~an~~ offer of ~~one of~~ the seller;

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executing, at the server node, a trade between the matched buyer and seller ~~sellers at the server node~~ according to predetermined rules including a ~~that satisfy~~ deal execution requirement ~~requirements to form a matched pair~~; and

~~generating a signal, by the server, system indicating the formation of the matched pair; and~~

facilitating, by the server node, delivery ~~delivering, by the delivery system,~~ of ~~the~~ media content between the matched buyer and the seller pursuant to the predetermined rules in response to the step of executing ~~from a first database of the one of the buyers of the matched pair to a second database of the one of the sellers of the matched pair in response to the signal from the server node and such that the delivery is performed externally to said server node~~.

10. (currently amended) The method of claim 9, wherein a switching node is connected to the server node and said method further comprises the step of ~~delivering includes~~ sending the media content from a ~~the~~ first database of the buyer to ~~the~~ a second database of the seller via the switching node.

11. (currently amended) The method of claim 10, wherein a ~~contents~~ third content database configured to store media content is connected directly to the switching node and the first and second databases are connected to the switching node via a file transfer means consisting of one of an IP network and e-mail system, and said method includes the steps of downloading the ~~content~~ media content from the first database to the ~~contents~~ third content database when the request is transmitted to said server node and automatically sending the ~~content~~ media content from the ~~contents~~ third content database to the second database after said step of ~~matching~~ executing.

12. (currently amended) A memory comprising computer-readable instructions for trading media space, comprising:

computer readable instructions for receiving, at a server node, a request ~~requests~~ for media space from a buyer ~~buyers~~ and an offer ~~offers~~ of media space from a seller ~~sellers~~, matching a request of one of the buyers and an offer of one of the sellers at the server node that satisfy a deal execution ~~requirements~~ requirement to form a matched pair, executing, at the

server node, a trade between the buyer and the seller, and ~~signaling a delivery system external to said server node to~~ facilitating delivery of ~~deliver~~ the media content between the matched buyer and seller ~~from a first database of the one of the buyers of the matched pair to a second database of the one of the sellers of the matched pair~~.

13.   (original) The memory of claim 12, further comprising computer-readable instructions for delivering the media content from the first database to the second database via a switching node connected to the server node.

14.   (currently amended) The memory of claim 13, said computer-readable instructions further comprising downloading the ~~content~~ media content from the first database to a ~~contents~~ third content database connected to said switching node when the request is transmitted to said server node and automatically sending the ~~content~~ media content from the ~~contents~~ third content database to the second database after the trade is executed between ~~the request of~~ the buyer and the seller ~~one of the buyers is matched with the offer of the one of the sellers~~.

15.   (new) The system of claim 1, further comprising a clearinghouse module connected to said server node configured to perform one of clearing, settlement and billing for the executed trade.

16.   (new) The system of claim 1, wherein the media space is an ad space on one of television, radio, newspaper, magazine, Internet, and outdoor signage.

17.   (new) The system of claim 1, wherein the media space includes attributes comprising at least one of type of medium, unit of trade, target market, time interval of placement, and audience characteristics.

18.   (new) The system of claim 1, wherein the buyer and the seller are market participants, wherein the market participants comprise at least one of an advertiser, a

representative of advertisers, a media space owner, an agent of media space owners, a media space broker, a risk manager or a speculator.

19.   (new)   The system of claim 1, wherein service node is configured to present an input screen to buyer and seller for the request and the offer.

20.   (new)   The system of claim 1, further comprising an interface through which the buyer and seller interact with said server node, said interface comprising at least one of a computer, a cell phone, and a personal digital assistant.

21.   (new)   The method of claim 9, further comprising the step of coordinating, by the server node, the delivery of the media content between the buyer and the seller.

22.   (new)   The method of claim 9, further comprising the step of performing one of clearing, settling and billing for the executed trade using a clearinghouse module.

23.   (new)   The method of claim 9, wherein the media space is an ad space on one of television, radio, newspaper, magazine, Internet, and outdoor signage.

24.   (new)   The method of claim 9, wherein the media space includes attributes comprising at least one of type of medium, unit of trade, target market, time interval of placement, and audience characteristics.

25.   (new)   The method of claim 9, wherein the buyer and the seller are market participants, wherein the market participants comprise at least one of an advertiser, a representative of advertisers, a media space owner, an agent of media space owners, a media space broker, a risk manager or a speculator.

26.   (new)   The method of claim 9, wherein service node presents an input screen to buyer and seller for the request and the offer.

27.   (new) The method of claim 9, wherein each of the buyer and the seller interact with the server node using an interface comprising at least one of a computer, a cell phone, and a personal digital assistant.

28.   (new) The memory of claim 12, further comprising computer readable instructions for performing one of clearing, settling and billing for the executed trade.

29.   (new) The memory of claim 12, further comprising computer readable instructions for performing the step of coordinating, by the server node, the delivery of the media content between the buyer and the seller.

30.   (new) The memory of claim 12, wherein the media space is an ad space on one of television, radio, newspaper, magazine, Internet, and outdoor signage.

31.   (new) The memory of claim 12, wherein the media space includes attributes comprising at least one of type of medium, unit of trade, target market, time interval of placement, and audience characteristics.

32.   (new) The memory of claim 12, wherein the buyer and the seller are market participants, wherein the market participants comprise at least one of an advertiser, a representative of advertisers, a media space owner, an agent of media space owners, a media space broker, a risk manager or a speculator.

33.   (new) The memory of claim 12, wherein service node presents an input screen to buyer and seller for the request and the offer.

34.   (new) The memory of claim 12, wherein each of the buyer and the seller interact with the server node using an interface comprising at least one of a computer, a cell phone, and a personal digital assistant.